N A C B

NEWSLETTER

Fall 1993

This Issue

NACB 6TH ANNUAL NATIONAL CONFERENCE

E-BOARD AND U-BOARD

PROMOTIONS AND THE NATIONAL SPONSORSHIP COOPERATIVE

NACB MEMBERSHIP

U NETWORK AND U

THE NACB NEWSLETTER ON-AIR QUOTABLE CALENDAR

IT'S NOT ANOTHER LOST WEEKEND

Make plans to attend the 6th Annual National Conference of College Broadcasters! The world's largest conference for students from school radio and TV stations will take place at the Omni Biltmore Hotel in downtown Providence, R.I. from November 11-14, 1993. Because of all the exciting growth in media, we've dubbed this year's theme "Fast Forward: Convergence in Communications."

The NACB National Conference is the most exciting opportunity to meet peers and professionals from the United States and abroad. Attend REAL seminars on every aspect of campus radio and TV station programming, operations and media careers, as well as industry topics including: Children's Programming, Comedy Writing, FCC and Regulations, Media and Presidential Coverage, Radio Sales, Virtual Reality, and Women in Media, among a total of 80 sessions. Confirmed to attend this year are SPIN publisher and editor-in-chief, Bob Guccione Jr.; MTV Sr. VP/ Programming, Doug Herzog; Interep Radio Store Senior Account representative, Caroline Riley; HBO Independent Productions Dir. of Creative Affairs, David Bartis; WBCN-FM program director, Oedipus among others to be announced.

IF YOU'RE READY TO LOOK BEYOND YOUR CAMPUS AT THE MEDIA OF TOMORROW, DON'T MISS THIS ONCE IN A LIFETIME CONFERENCE IN PROVIDENCE!

Doors open Thursday to almost 20 informal, interactive roundtables on virtually every station topic imaginable. Don't miss our acclaimed Exhibitor Trade Show, the ASCAP Music Showcase and the

CONTINUED ON PAGE TWO

Membership with Representation

NACB IS A MEMBER-RUN ORGANIZATION, SERVING OUR CONSTITUENCY BASED ON THEIR NEEDS AND FEEDBACK. BEYOND TALKING WITH STATIONS ON A DAILY BASIS, NACB HAS —AS WRITTEN IN ITS BY-LAWS— AN EXECUTIVE BOARD OF DIRECTORS (E-BOARD) WHO ASSIST IN THE OPERATIONS OF THE ASSOCIATION, WORKING CLOSELY WITH THE STAFF IN PROVIDENCE.

NACB E-BOARD MEMBERS ARE ELECTED FOR A ONE-TERM TERM AT THE NACB BUSINESS MEETING HELD AT THE NATIONAL CONFERENCE. STUDENTS, STAFF AND FACULTY FROM NACB MEMBER RADIO AND TV STATIONS AS WELL AS INDIVIDUAL NACB STUDENT AND FACULTY MEMBERS ARE ENCOURAGED TO RUN FOR A POSITION ON THE E-BOARD. E-BOARD DUTIES INCLUDE STRATEGIC DEVELOPMENT OF NEW PROGRAMS, MEMBER OUTREACH, ASSOCIATION FINANCIAL PLANNING, AND REPRESENTATION OF MEMBERS AT INDUSTRY CONVENTIONS. BECAUSE THE TERM RUNS JANUARY THROUGH DECEMBER, THOSE GRADUATING IN MAY, 1994 ARE NOT ELIGIBLE.

WITH THE LAUNCH OF U NETWORK IN THE FALL, NACB HAS ALSO ESTABLISHED THE "U BOARD." THIS SEPARATE ENTITY WILL BE COMPRISED OF A NACB STAFF MEMBER PLUS FOUR INDIVIDUALS FROM NACB MEMBER TV STATIONS THAT ARE U NETWORK AFFILIATES. THE U BOARD WILL COORDINATE U NETWORK PROGRAMMING AND NATIONAL PROMOTIONS. IN ADDITION, U BOARD MEMBERS WILL ASSIST U NETWORK IN SIGNING UP NEW AFFILIATES AND RESEARCHING NEW PROGRAMMING.

FOR MORE INFORMATION ABOUT RUNNING FOR EITHER THE E-BOARD OR THE U BOARD, CONTACT NACB AT 401/863-2225.

NACB
NEWSLETTER

PROMOTIONS AND THE NATIONAL SPONSORSHIP COOPERATIVE

In the summer '93 NACB Newsletter we explained the logistics of the NACB/Interep Radio Store program: the National Sponsorship Cooperative. The Cooperative brings underwriting and promotion dollars from national advertisers to your station. Even though most stations have limited operational hours or just a person answering mail during the summer, we've received a lot of positive response.

Most stations ask what they can do to increase their appeal to national underwriters and what tie-ins national clients are organizing to increase their visibility on campuses. The answer is Promotions. Promotions can include everything from printing bumper stickers and posting flyers to tabling events and running remotes. Your station becomes more high-profile with each interaction on campus and in the community.

Based on your feedback, we have some suggestions that will make running Cooperative Promotions much easier. First, assign a member of your staff as "NACB's campus rep." This person will be NACB's main liaison with projects relating to the Cooperative and will be responsible for making bi-weekly calls to NACB and maintaining regular correspondence with NACB. Second, since most of the campus promotions we pitch to clients are rather standard, we need to know: Where is the high traffic area on campus at which you can set up a promotional table? What are the best days for an on-campus promotion? When are your school's vacation dates? and What limitations, if any, does your school place on underwriters or campus promotions?

NACB now has a Promotions Database as an added NACB Station Member service. Your station's campus rep. can call NACB to obtain suggestions on promotional ideas. To find out if your station is a NACB member or to become a NACB member, see the Membership section in this newsletter.

If you're looking for ideas about what promotions you can do now, check the 1993 NACB Station Handbook. There are two complete sections on promotions and underwriting including suggestions for student radio stations with no budget and small staffs. In addition, we also suggest subscribing to *Radio Ink*, *Billboard* or becoming a PROMAX (formerly BPME) member. These trades provide numerous promotional ideas.

CAMPUS REP/UNDERWRITING CALL-IN DAYS:

Monday: CT, MA, ME, NH, RI, VT
Tuesday: DC, DE, MD, NJ, NY, PA
Wednesday: AL, AR, FL, GA, LA, MS, NC, OK, PR, SC, TN, TX, WV, VA, VI
Thursday: IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, SD, WI
Friday: AK, AZ, CA, CO, ID, NM, NV, OR, UT, WA, WY

If you need any information about The Interep Radio Store or the National Sponsorship Cooperative, please Gordon Kent, NACB's Development Director, at 401/863-2225. He'll be happy to answer your questions and send you information about the Cooperative and campus rep program.

Not Another Lost Weekend CONTINUED FROM COVER

keynote address–always a top media-related industry figure. Bring your resumes and demo tapes to our informal Media Job Fair to meet the executives with hiring power!

Ever want to work for MTV or *SPIN? Limited space is available for interested TV producers to get in on a national college television production!* Arrive Thursday with your thinking caps and seek out "U Track" – a series of workshops that will lay the groundwork for a special documentary production uniting *SPIN*, MTV, NACB and college TV producers that will be aired at the 7th Annual National Conference.

You and your station could win hundreds or thousands of dollars in cash prizes from The Interep Radio Store 3rd Annual National College Radio Awards, The 3rd Annual National College Television Programing Awards and U Festival of Student Film and Video. Comedian Rich Hall returns to emcee gala ceremonies at which $7,000 in awards and $1,200 in door prizes will be given away. And before you say farewell on Sunday, make a stop at the "Food for Thought": a two-hour free brunch.

To register for the National Conference, call NACB at (401) 863-2225 or fax (401) 863-2221 with the following information: Name of a head delegate, additional name(s) of registrants, school and station/department, address and phone number. For reservations made by October 18, registration fees are discounted to $55/person (member) and $70/person (non-member). These rates cover all events for all four days.

For information on discount accommodations, discount air travel and discount ground travel, or any of the National Awards check your station mail for your special poster invitation or contact JoAnn Forgit, NACB Association Director, at (401) 863-2225.

NACB Membership

A new school year also means a new start for many campus radio and TV stations. With new management or new ideas, we hope you include NACB in your plans. Why? Because we exist to help your station keep from "reinventing the wheel" and progress to exciting new projects.

We receive numerous calls from new managers about NACB membership: Is our station a member? When does membership need to be renewed? What are membership benefits?

NACB Membership gives your station access to Conferences, Contests, Promotions, Advice, Publications, Databases and much much more.

The benefits of NACB membership go on and on. Both Radio and TV station members receive:

- Discount registration to NACB National and Regional Conferences
- 2 subscriptions to *College Broadcaster* magazine
- 1 subscription to the *NACB Newsletter*
- Copy of the *NACB Station Handbook* (radio or TV edition)
- Access to NACB's Station Support Network, with free expert legal and engineering advice
- Access to the NACB computer listserv
- NACB Visa card, with no annual fee the first year (optional)

RADIO STATION MEMBERS ALSO RECEIVE:

- NACB/Interep Radio Store National College Radio Cooperative affiliation
- Special PSA programming and free music cds
- Free entry to The Interep Radio Store Annual National College Radio Awards competition, giving student radio over $5,000
- Custom promotions and big giveaways: NACB members went to NYC and to Daytona Beach!
- Legal intervention on FCC and other issues
- Discount NAB publications
- Discounted Arbitron ratings services

TV STATION MEMBERS ALSO RECEIVE:

- Discount U Network® affiliation
- Special programming contests: One lucky member won $5000 for making a music video
- Free entry to U Festival and the National College TV Programming Awards, with over $3,000 in awards
- National coverage about college TV in *SPIN* and on "Entertainment Tonight."
- Cooperative projects: Unicorn USA & NACB surveys college television to assist Unicorn in starting college TV stations in Japan

And NACB Station Membership is only $75 per year! Yes, it's all for real.

To find out if you're a member, check the mailing label on this newsletter. Current members will have a message on the top line with their membership expiration date (NACB membership must be renewed annually). For non-members or members whose membership have lapsed, the message will say: "Your station membership has expired." Simply call NACB at 401/863-2225 and ask to receive a Station Membership form. Once we have received your member form and payment, you are considered a NACB member and may begin taking advantage of all our services.

U Network® and U

U NETWORK

Get ready for takeoff! U Network will launch a full season of student TV programming in late September. Your station can downlink and re-broadcast the nation's best programs produced by college stations and individual students.

Beginning in September, your station can tune into and rebroadcast some of the nation's best student programming on U Network – the satellite network for student produced programming. While we are seeking corporate sponsorships for the programming, NACB has instituted a small affiliates fee of $75/year (only $50/year for NACB station members) to subsidize the cost of the weekly satellite feeds.

All interested campus/student TV outlets must contact NACB/U Network if they want to be considered for affiliation. Program schedules and support materials will be sent to all affiliates in the fall with downlink coordinates and program schedules. Call NACB/ U Network at 401/863-2225 to sign up today!

We want U! If you think you got what it takes to be U Network producer, send a sample episode on VHS or 3/4" with a cover letter describing the show. You must produce your program at least on a bi-weekly basis to be considered for a series slot. Stand-alone single works will also be considered. Works must be appeal to a national college-age audience. Include contact name, address, phone and fax.

Plan to attend the 6th Annual National Conference of College Broadcasters (check the cover story) for a special U Network affiliates meeting and strategy session. Interested U Network affiliates should also consider having a Class of '94 or younger representative run for the U Board, the newly-created NACB board which will have direct programming and promotion input for U Network (check "elections" section).

WITHOUT U, THERE IS NO NETWORK.

401.863.1834
CALL THE NACB NEWSLETTER POSTER LINE FOR:
• ENTERTAINMENT BITS
• DAILY ALMANAC
• DAILY HOROSCOPE
• INTERESTING "NEWS" BITS WITH CONTACT NAMES & NUMBERS YOU CAN CALL DIRECT AND PUT ON-AIR!

USE THE BITS ALONG WITH THE INFO PRINTED ON EACH DAY OF THE NACB NEWSLETTER QUOTABLE CALENDAR.

FOR A COMPLETE WIRELESS FLASH PACK AT A SPECIAL COLLEGE STATION DISCOUNT CALL WIRELESS FLASH AT 619.543.8940

Call it.
Record it.
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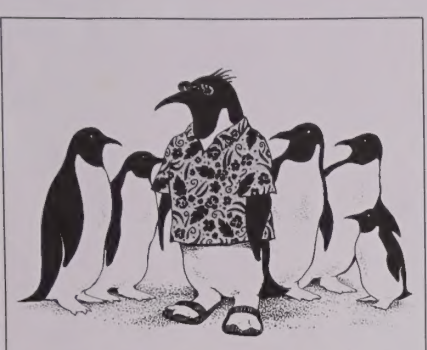
All phone line info © 1993 Wireless Flash Company



INDEPENDENTS

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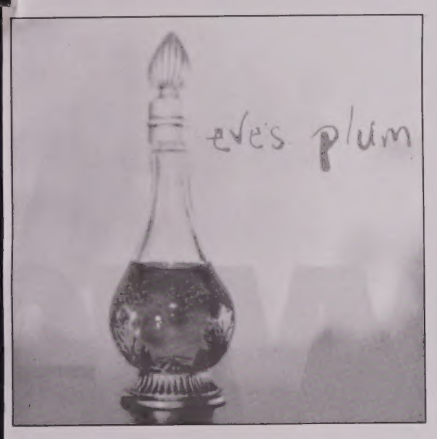


Two Brothers (Michael and Ben) ran a classified ad in the Village Voice. Soon after, Colleen and Chris appeared. The result was Eve's Plum. Their Epic/550 debut, Envy, is an intense collection of crunching pop songs which combines Blondie's seamlessness and Sonic Youth's Ferocity.

For more information about Eve's Plum Call Sony Music College Marketing at 212-833-4947

Forget modern math: just learn this simple modern music equation:

B-Side = modern music!

When you need to know what's going on in the world of music, turn to B-Side magazine. Get latest, in-depth interviews from Jesus Jones to Jesus Lizard. From Radiohead to Basehead. B-SIDE: the only easy solution for total musical information.

For a sample issue, please send $4.00 to B-Side, P.O. Box 1860, Burlington, NJ 08016.

For a special station subscription rate of just $13.00 for six issues, mention seeing us in NACB! Payment must accompany request!

N A C B

NEWSLETTER

Fall 1993

"QUOTABLE" CALENDAR

TRIVIA TO USE ON-AIR

WIRELESS **FLASH** (619) 543 8940

NACB NEWSLETTER POSTER LINE: (401) 863 1834

Call the NACB Newsletter Poster line at 401 863 1834 for bits to use on-air and phone numbers to today's strangest news stories. Call Wireless Flash to subscribe to the full Wireless Flash pack with tons more info. Tell them you're a college student for a discount!

September 1993

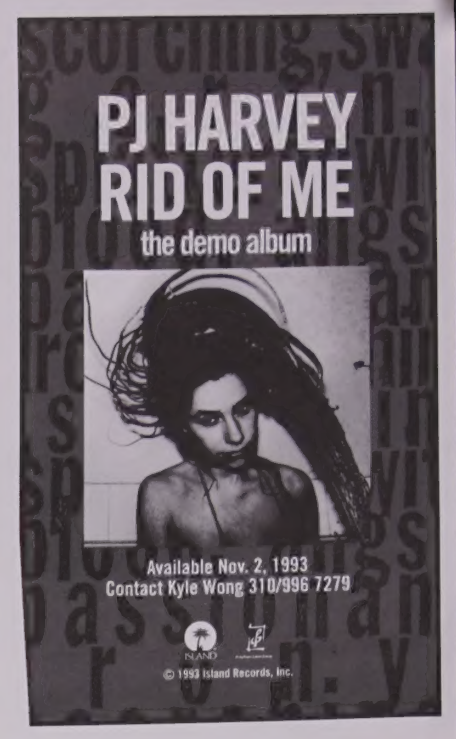
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Conway Twitty born 1933, Gloria Estefan born 1957.	2 "The only good cat is a stir-fried cat." Alf	3 Charlie Sheen born 1965.	4 (1962) The Beatles 1st recording session.
5 "If sex were fast food, you'd have an arch over your head." Carlotta Winchester, *Filthy Rich*	6 **Labor Day**	7 Buddy Holiday born 1936.	8 "Beer is for the thirst. Wine... for the senses." John Steed, *The Avengers*	9 Michael Douglas 1951, Otis Redding born 1941.	10 Bill Medley of The Righteous Brothers born 1940.	11 "If ever we needed a brain, now is the time." Squiggy, Laverne and Shirley
			SEPT. 8-11: NATIONAL ASSOCIATION OF BROADCASTERS RADIO CONVENTION. 202/775-3527.			
12 **Grandparents' Day,** (1966) The Monkees TV show debuts in U.S.	13 Nell ("Gimmie a Break") Carter born 1948.	14 (1901) William McKinley, 25th president, dies after being shot on Sept. 6.	15 Oliver Stone and Tommy Lee Jones both born 1946.	16 **Rosh Hashanah,** David Copperfield born 1956, B. B. King born 1925.	17 **Citizenship Day,** John Ritter born 1948, Elvira born 1951.	18 Frankie Avalon born 1939.
19 "I'd love to kiss you, but I just washed my hair." Bette Davis, *The Cabin and the Cotton*	20 Sophia Loren born 1934.	21 Bill Murray born 1950.	22 Joan Jett born 1960, Scott Baio born 1961.	23 Ray Charles born 1930, Bruce Springsteen born 1949.	24 "I have nothing to declare but my genius." Oscar Wilde	25 **Yom Kipper,** Michael Douglas born 1944, Heather Locklear born 1961.
	SEPT. 20-21: CPB ANNUAL MEETING. 202/879-9600.			SEPT. 23-24: NAMIC ANNUAL SEMINAR. 310-404-6208.		
26 Olivia Newton-John born 1947.	27 Cheryl Tiegs born 1947, Shawn Cassidy born 1958.	28 Ben E. King born 1938.	29 Gene Autry born 1907, Jerry Lee Lewis born 1935.	30 Angie Dickinson born 1931.		

October 1993

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 A wart hog can run an average of 30 mph.	2 Groucho Marx born 1898, Tiffany born 1971.
				SEPT. 30-OCT. 3: WOMEN IN COMMUNICATIONS, INC. NATIONAL CONFERENCE. 703/528-4200.		
			SEPT. 29-OCT. 2: RTNDA ANNUAL CONFERENCE. 202/659-6510. SBE NATIONAL CONVENTION. 317/253-1640.			
3 Stevie Ray Vaughan born 1954, Chubby Checker born 1941. WICI CONFERENCE. 703/528-4200.	4 (1970) Janis Joplin dies of heroin overdose, Charlton Heston born 1924.	5 Chester Aurthur, 21st president, born 1829.	6 "Imitation is the sincerest form of television." Mighty Mouse	7 John Cougar Mellencamp born 1951, Oliver North born 1943.	8 Chevy Chase born 1943.	9 John Lennon's birthday, 1940-1980.
				OCT. 7-10: AUDIO ENGINEERING SOCIETY (AES) CONVENTION. 212/661-8528.		
10 David Lee Roth born 1955. OCT. 7-10: AES CONVENTION. 212/661-8528.	11 **Columbus Day** (celebrated); Daryl Hall of Hall and Oates born 1949.	12 (1966) The Jimi Hendrix Experience is formed in London.	13 Paul Simon & Art Garfunkel both born 1941, Marie Osmond born 1959.	14 Ralph Lauren born 1939.	15 **World Poetry Day;** Lee Iacocca born 1924.	16 Angela Lansbury born 1925.
		OCT. 12-17: NATIONAL BLACK MEDIA COALITION (NBMC) ANNUAL CONFERENCE. 202/387-8155.				
17 "That was cool." – Beavis & Butt-head OCT. 12-7: NBMC CONFERENCE. 202/387-8155.	18 Chuck Berry born 1926.	19 Psychedelic art pioneer Peter Max born 1937.	20 Tom Petty born 1953.	21 Manfred Man born 1940.	22 Annette Funicello born 1942.	23 "You shouldn't think too much; it makes you bald." Carlotta, *Bewitched*
24 **United Nations Day** / 31 **Halloween**	25 Minnie Pearl born 1912, Writer Anne Tyler born 1941.	26 (1825) Erie Canal opens, Bob Hoskins born 1942, Pat Sajak born 1947.	27 Theodore "Teddy" Roosevelt, 26th president, born 1858.	28 (1636) Harvard College (oldest in U.S.) founded.	29 Richard Dreyfuss born 1947.	30 Henry "The Fonz" Winkler born 1945.

November 1993

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 "I try not to have any ideas. It only leads to complications.'" Johnny Fever, *WKRP*	2 **Election Day;** North Dakota enters the union 1889.	3 Charles Bronson born 1922, Mike Dukakis born 1933, Roseanne Arnold born 1952.	4 Markie ("Night Court") Post born 1950, Ralph Macchio born 1961.	5 Art Garfunkel born 1942, Roy Rogers born 1912.	6 **Sadie Hawkins Day;** Sally Field born 1946.
OCT. 30-NOV. 2: SMPTE CONFERENCE. 914/761-1100						
7 "Greatness is like Spam – it never goes bad." Dora, *I Married Dora*	8 (1889) Montana enters the union, Katharine Hepburn born 1909.	9 "On television, every silver lining has a cloud, and our show is no different." *The Bullwinkle Show*	10 Roy Scheider born 1932.	11 **Veterans Day**	12 Neil Young born 1945.	13 Whoopi Goldberg born 1949.
				NOV. 11-4 NACB 6TH ANNUAL NATIONAL CONFERENCE OF COLLEGE BROADCASTERS. 401/863-2225.		
14 "I reek, therefore I am." Diane, *Cheers* NOV. 11-4 NACB NATIONAL CONFERENCE 401/863-2225.	15 Ed Asner born 1929.	16 Lisa ("The Cosby Show") Bonet born 1967.	17 Lauren Hutton born 1943, Danny DeVito born 1944.	18 (1990) Milli Vanilli are requested to return their Grammy Award.	19 Dick Cavett born 1936, Jodie Foster born 1962, Meg Ryan born 1963.	20 Alistair Cooke born 1908, Bo Derek born 1956.
21 Goldie Hawn born 1945.	22 Rodney Dangerfield born 1921.	23 "I hate to blow my own horn, but 'beep beep.'" – Alex Keaton, *Family Ties*	24 (1963) Convicted JFK assassin, Lee Harvey Oswald, shot and killed.	25 **Thanksgiving Day,** Ricardo Montalban born 1920, Christina Applegate born 1962.	26 Tina Turner and Rich Little both born 1938.	27 Jimi Hendrix born 1942, Robin Givens born 1964.
28 Paul Shaffer born 1949, Ed Harris born 1950.	29 Jazz musician Chuck Maggione born 1940, Gary Shandling born 1949.	30 Dick Clark born 1929, Robert "Benson" Guillaume born 1937, Billy Idol born 1955.	31 "It's over. It's done. It's yesterday's mashed potatoes." Larry Appleton, *Perfect Strangers*			



Breaking the Barrier

Most music video programs tell you where music is.

Breaking the Barrier shows you where music's been and where it's going.

Whether it's Blondie getting their break at NYC's infamous CBGB's or Blitzspeer loading out of the club at 3:30 am.

Breaking the Barrier takes you to it, puts you *in* it.

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On U Network this Fall!

Tension is a very fitting word often used when describing the music of Machines Of Loving Grace. Bent on balancing widely differing elements, Machines Of Loving Grace strike a delicate and unique balance between the natural and the modern, The electric and the acoustic, creating a colorful, and intence, soundscape. Succeeding where so many fail, Machines Of Loving Grace get the balance right, keeping their sound approachable while dealing with metallic, industrial sounds and futuristic themes involving mass media manipulations.

For more information about Machines Of Loving Grace call Mammoth Records at 919-932-1882

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